

ORDER



Orders
Order / Rev: 723685
Alt Order #: 06385728
Product Desc: VOTERS FIRST
Estimate: 1786
Flight Dates: 10/30/12 - 11/05/12
Original Date / Rev: 10/19/12 / 10/19/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: New Media Firm, The/ POL
Buying Contact:
Billing Contact:
 1322 G Street SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Voters First
Demographic: A35+
Product Codes: IS-Candidate/US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	38	\$85,700.00	\$72,845.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	38	\$85,700.00	\$72,845.00	0.00
Totals	38	\$85,700.00	\$72,845.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	11/02/12	11/02/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--			1			\$2,800.00		0.00			
E 2	WKYC	11/02/12	11/02/12	M-F 2-3p Rachel Ray	CM	2-3p	----F--	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--			1			\$800.00		0.00			
E 3	WKYC	11/02/12	11/02/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--			1			\$1,000.00		0.00			
E 4	WKYC	11/02/12	11/02/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--			1			\$2,000.00		0.00			
E 5	WKYC	11/02/12	11/02/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--			1			\$2,500.00		0.00			

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Advertiser: Voters First
 Product Desc: VOTERS FIRST
 Estimate: 1786

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WKYC	11/02/12	11/02/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--			1		\$1,200.00			0.00			
E 7	WKYC	11/05/12	11/05/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1		\$2,500.00			0.00			
E 8	WKYC	11/05/12	11/05/12	M-F 3-4p The Doctors	CM	3p-4p	M-----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1		\$800.00			0.00			
E 9	WKYC	11/05/12	11/05/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1		\$1,000.00			0.00			
E 10	WKYC	11/05/12	11/05/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1		\$3,800.00			0.00			
E 11	WKYC	11/05/12	11/05/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1		\$2,500.00			0.00			
E 12	WKYC	11/05/12	11/05/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$4,800.00	P-5	0.00	NM	1	\$4,800.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1		\$4,800.00			0.00			
E 13	WKYC	11/05/12	11/05/12	M-F 9-10a Today II Today Show II	CM	9a-10a	M-----	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1		\$1,200.00			0.00			
E 14	WKYC	11/03/12	11/03/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p	-----S-	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-			1		\$3,800.00			0.00			
E 15	WKYC	11/03/12	11/03/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	-----S-	:30	1	\$8,000.00	P-5	0.00	NM	1	\$8,000.00
AVG. ALL WKS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-			1		\$8,000.00			0.00			
E 16	WKYC	11/03/12	11/03/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-			1		\$2,500.00			0.00			
E 17	WKYC	11/01/12	11/01/12	M-F 10-11a M-F 10-11a	CM	10a-11a	---T---	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
TODAY SHW3-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---			1		\$800.00			0.00			
E 18	WKYC	11/01/12	11/01/12		CM	3p-4p	---T---	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 3-4p The Doctors											
				DOCTORS<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$800.00		0.00						
E 19	WKYC	11/01/12	11/01/12	Early Today Early Today	CM	4a-430a	---T---	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
				EARLY TDAY-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$100.00		0.00						
E 20	WKYC	11/01/12	11/01/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	---T---	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
				ELLEN<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$1,000.00		0.00						
E 21	WKYC	11/01/12	11/01/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	---T---	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
				CH 3 NWS AT 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$3,800.00		0.00						
E 22	WKYC	11/01/12	11/01/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	---T---	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
				CH 3 NWS AT 7<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$3,800.00		0.00						
E 23	WKYC	11/01/12	11/01/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
				TODAY SHW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$2,500.00		0.00						
E 24	WKYC	11/01/12	11/01/12	M-F 9-10a Today II Today Show II	CM	9a-10a	---T---	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
				TODAY SHW2-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$1,200.00		0.00						
E 25	WKYC	10/30/12	10/30/12	Tonight Show Tonight Show	CM	1135p-1237a (11:35 PM-12:35 XM)	-T-----	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
				TONITE SHW-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$2,800.00		0.00						
E 26	WKYC	10/30/12	10/30/12	M-F 2-3p Rachel Ray	CM	2-3p (2:00 PM-3:00 PM)	-T-----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
				RACHAEL RAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$800.00		0.00						
E 27	WKYC	10/30/12	10/30/12	Early Today Early Today	CM	4a-430a	-T-----	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
				EARLY TDAY-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$100.00		0.00						
E 28	WKYC	10/30/12	10/30/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-T-----	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
				ELLEN<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$1,000.00		0.00						
E 29	WKYC	10/30/12	10/30/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
				CH3 NEWS SUNRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$1,200.00		0.00						
E 30	WKYC	10/30/12	10/30/12		CM	6p-630p	-T-----	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00

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WKYC

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				M-F 6-630p Channel 3 News at 6p											
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	-T-----	1		\$3,800.00		0.00						
E 31	WKYC	10/30/12	10/30/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-T-----	:30	1	\$4,800.00	P-5	0.00	NM	1	\$4,800.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	-T-----	1		\$4,800.00		0.00						
E 32	WKYC	10/30/12	10/30/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-T-----	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	-T-----	1		\$1,200.00		0.00						
E 33	WKYC	10/31/12	10/31/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	--W----	:30	1	\$4,500.00	P-5	0.00	NM	1	\$4,500.00
CH 3 NWS AT 11<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	--W----	1		\$4,500.00		0.00						
E 34	WKYC	10/31/12	10/31/12	M-F 10-11a M-F 10-11a	CM	10a-11a	--W----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
TODAY SHW3-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	--W----	1		\$800.00		0.00						
E 35	WKYC	10/31/12	10/31/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--W----	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	--W----	1		\$1,000.00		0.00						
E 36	WKYC	10/31/12	10/31/12	M-F 7-9a Today Today Show	CM	7a-9a	--W----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	--W----	1		\$2,500.00		0.00						
E 37	WKYC	10/31/12	10/31/12	M-F 730-8p Entertainment Tonight	CM	730-8p	--W----	:30	1	\$4,800.00	P-5	0.00	NM	1	\$4,800.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	--W----	1		\$4,800.00		0.00						
E 38	WKYC	10/31/12	10/31/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--W----	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	--W----	1		\$1,200.00		0.00						
													Totals	38	\$85,700.00